Marketing: Historical Perspective  
http://www.enotes.com/marketing-historical-perspectives-reference/marketing-historical-perspectives/print

1. What can you expect to be learning in the article?
2. What are the six eras of marketing that will be discussed in this article?
3. What is one misconception that people have about marketing and marketers?
4. What is marketing really?
5. Why is satisfying the customer so important?

ERA #1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Prior to the industrial revolution, how did people get products?
2. Why was marketing really not needed during this era?
3. Who was the first person to recognize the need for marketing business?
4. What company did he work for?

ERA #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What was the main focus of companies during this era?
2. They believed that \_\_\_\_\_\_\_\_\_\_\_\_\_ prices would lead to \_\_\_\_\_\_\_\_\_\_\_\_\_ sales.
3. What fueled the production era’s focus on production?
4. During this era products began to be made on a production line which allowed for \_\_\_\_\_\_\_\_ production of products.
5. What caused the downfall of the theories of the production era?

ERA # 3:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What was the focus of this era?
2. The sales era was going good until what hit?
3. After Black Friday, what happened to customers disposable and discretionary incomes?
4. Using the internet, what is the difference in disposable and discretionary income? You need to know these two definitions.
5. During this era products became \_\_\_\_\_\_\_\_\_\_\_\_\_ and companies employed \_\_\_\_\_\_\_\_\_\_\_\_\_ in order to get rid of products.

ERA #4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_